

## Don't Miss Goodyear's Public Safety Day

**March 6,  
9 am to 2 pm**  
(north end of Target  
store parking lot)  
1515 N. Litchfield Rd.



- ◆ Home safety and K-9 demonstrations, car seat checks and other educational safety presentations
- ◆ Featuring Goodyear Fire and Police personnel and their vehicles, plus equipment from neighboring cities as well as air evacuation helicopters
- ◆ See big sanitation, water and streets vehicles up close and meet employees from these departments who also work to protect your health and safety
- ◆ Meet Cowboy Codey and his horse Sunny and learn about our City Codes
- ◆ Offers fun, food, and entertainment while educating about public safety

## 2004 GOODYEAR RODEO DAYS

**February 20, 21, & 22**

PRESENTED BY  
SOUTHWEST VALLEY CHAMBER OF COMMERCE



Senior pro rodeo cowboys and cowgirls will show off their skills at Goodyear's annual Rodeo Days in February. Friday is "Slack Day" and primarily for those participating in the rodeo. Most visitors prefer to go on Saturday and Sunday.

Bareback riding, calf roping, ladies barrel racing, team roping, saddle bronco riding, bull riding, and steer wrestling will occur on the weekend.

Two fun events have become a tradition at the rodeo. They take place during the rodeo's intermission at 2 p.m. each day. On Saturday is the entertaining Corporate Challenge Calf

Dressing competition and on Friday is the funny Kid's Calf Ribbon Chase.

Weekend admission to the event is \$6 for adults, \$5 for seniors and \$3 for children ages 4 - 12. Kids under 4 years old get in for free.

On Saturday, following the day's rodeo events, the traditional barbecue dinner will be held at the rodeo grounds from 4 to 6 p.m. This year's dinner will be catered by the Texas Roadhouse.

Dinner costs \$6 per person with a \$1 discount for seniors, military personnel and children.

## Tres Rios Festival

***Celebrating the Natural History and Heritage of the Southwest Valley***

Tres Rios Festival is an opportunity for everyone in the family to celebrate the rich wildlife, ecology and history in the Gila, Salt and Agua Fria River valleys — a place where the whole community can enjoy a beautiful spring day and learn something about the place we call home.

**Sat., March 13 and  
Sun., March 14**

**9 a.m. to 4 p.m.**

**Estrella Mountain  
Regional Park  
Goodyear**

Take Estrella Parkway south of  
I-10 and go left on Vineyard  
\$10 per car entry fee

For more information, call 623-204-2130  
or visit [www.tresriosnaturefestival.com](http://www.tresriosnaturefestival.com).

## It's Coming . . . Homeruns! The Crack of the Bat! Soccer! Learn More at Open Houses!



The Goodyear Recreation & Sports Complex is on its way to becoming a reality. Negotiations are in progress between the City and the Anaheim Angels organization. To design a recreational complex that will serve everyone's needs, we seek your ideas. Attend one of the following public open houses to learn what's planned, ask questions, or make suggestions about the project. Interested in volunteering at the stadium? Come to the Open Houses and let us know.

\* Tues., Feb. 10 - 8:30 - 10:30 am  
Eagle's Nest Ballroom  
For PebbleCreek residents only

\* Thurs., Feb. 19 - 6 - 7:30 pm  
Estrella Ranch Elementary  
School Library  
10301 W. San Miguel

\* Sat., Feb. 14 - 10:30 am to noon  
Desert Edge High School Lobby  
15778 W. Yuma Rd.

**We need your input!**



**Mayor Jim Cavanaugh**

As the center of growth in the Valley shifts to Goodyear and its neighboring communities, more and more attention will be paid to our city by the local media as well as the national media. We are at the stage in our development as a City when the time has come to start elevating Goodyear's name and presence in the Valley. It is time to differentiate ourselves and let people know who and what we are.

Citizens and other stakeholders who developed Goodyear's 2002 *Focus Futures II Strategic Plan for Economic Development* portrayed a positive community image as critical to economic development and new community investment. This committee challenged us by setting an "image development" objective. They wanted the City to develop a campaign that would portray Goodyear as a unique community of the highest caliber. They established the following three goals:

- ◆ To develop a positive image that attracts people and business investment
- ◆ To project Goodyear as a quality community where people live, work, play and invest
- ◆ To make residents of master-planned communities proud to be residents of the City of Goodyear and glad they moved here

In order to have Goodyear's image establish a unique position for our city within the myriad of Valley cities, I asked several residents to be on the Goodyear Image Committee. Many of these citizens have lived in great cities around the world. I hoped their collective experiences and visionary characteristics would help shape Goodyear's future.

## Mayor Cavanaugh on Developing City's Image

I asked them to: 1) develop an image for the City of Goodyear that would help guide future change, 2) establish value statements that can be used as parameters for decision-making, 3) create a slogan that can be used by the city and businesses alike to market Goodyear, and 4) make suggestions for sustainability factors in our many residential, commercial and public spaces.

The Goodyear Image Committee, established in September 2003, met for the past four months with eleven active and dedicated participants. Don McClarty is Chairperson and Jamie Cavalier the facilitator. At the January 12<sup>th</sup> City Council Worksession, the Committee presented the image statement, values, and slogan that they have developed after several meetings. These are shown in the boxes to the right.

It is important that the committee's work truly represent the will of Goodyear stakeholders – our residents and others who invest in our community. Therefore, the committee's next steps will be to seek stakeholder input in February at four public meetings. They will be held throughout the city in order to gain as much citizen input as possible.

At those meetings, the Committee members will present the image, values, and slogan for feedback and suggested tweaks or changes. They will also ask for suggestions on sustainability factors in our future venues such as parks, libraries, the regional mall, neighborhood shopping centers, City Center, airport, office parks and neighborhoods. In March, Image Committee members will incorporate all the stakeholder comments into their work and present a final version to the Council in April or May.

The City's image will play a key role in how we position Goodyear within the marketplace,

how we promote our City and what opportunities will come our way as a result of this proactive effort. But we need your help!

I urge you to participate in these February public meetings. Dates, places and times are shown on Page 3. The work of the committee needs to be reflective of our populous. We're off to a great start and the work will only get better with your input. Hope to see you there!

### Image Statement

Goodyear is proud to be a visionary, dynamic, and friendly community which embraces learning, industry, and business opportunities; celebrates our history, diversity, and culture; rediscovers the beauty of the Gila River and the Estrella Mountains; and provides a safe, engaging, and active lifestyle for all.

### Goodyear Values

- ◆ Vision in planning for the future
- ◆ The natural environment
- ◆ A beautifully landscaped and maintained city
- ◆ Integrity
- ◆ Volunteerism
- ◆ Responsive, effective and well-equipped city services
- ◆ Education and life-long learning
- ◆ Cultural, recreational, and community experiences
- ◆ Opportunities for business and employment
- ◆ Strong partnerships with our regional neighbors
- ◆ Our history and heritage
- ◆ The health of all citizens

### The Slogan

**Goodyear  
Dynamic. Vibrant. Visionary.**

## City Holiday Schedule

*Presidents' Day*  
*Monday, Feb. 16*

- ◆ City offices closed
- ◆ Contained Trash  
- regular schedule
- ◆ Uncontained Trash  
- Monday will be serviced  
on Monday the following  
week

## Image Committee Public Meetings

Please give us your input.  
For more information, see  
Mayor's column on Page 2.

◆ **Tuesday, February 10,**  
**5:30 - 7:30 p.m.**  
**Desert Edge High**  
**School**  
**Classroom D2**  
**15778 W. Yuma Rd.**

◆ **Wednesday, February 11\***  
**1 - 3 p.m.**  
**Eagle's Nest Dining**  
**Room**  
**\*PebbleCreek Residents**  
**Only**

◆ **Thursday, February 12**  
**6 - 8 p.m.**  
**Palm Valley Community**  
**Center**  
**14145 Palm Valley Blvd.**

◆ **Tuesday, February 17**  
**5:30 - 7:30 p.m.**  
**Estrella Mountain**  
**Elementary School**  
**Library**  
**10301 S. San Miguel**



*The Goodyear City Council (l to r): Sue Linney, Vice Mayor Dick Sousa, Fred Scott, Mayor Jim Cavanaugh, Rob Antoniak, Ken Porter and Frank Cavalier.*

## Council Calendar

*All Council meetings and worksessions are held at the  
Goodyear Justice Facility, 986 S. Litchfield Rd.*

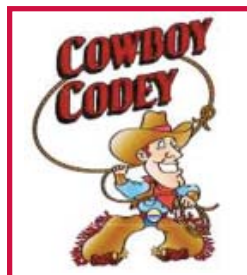
**Monday, Feb. 9**  
**Worksession - 5 p.m.**  
**Regular Council Meeting - 6 p.m.**

**Tuesday, Feb. 17\***  
**Council Worksession - 7 p.m.**  
**\* Due to Monday holiday**

**Monday, Feb. 23**  
**Regular Council Meeting - 6 p.m.**

## Job Openings

Visit the City of Goodyear Web site at [www.goodyearaz.gov](http://www.goodyearaz.gov) or call the City's 24 hour hotline, (623) 932-1716 for job listings. Goodyear accepts applications only for open positions. The Human Resources Office is located at 190 N. Litchfield Rd. Phone (623) 882-7752. TTY (623) 932-6500. EEO/M/F/V/H/D.



**Cowboy Codey Sez . .**  
**"Let's remember to be a  
good neighbor"**

There are many things that we can do to make our neighborhood a better place. Some of these things are:

1. Maintain our landscaping
2. Store miscellaneous items out of sight, like in a garage or storage building
3. Don't park on your front yard. You should only park on a paved driveway.
4. Keep your dogs from barking and disturbing your neighbors and pick up after them twice a week.
5. Remember to store your garbage cans out of sight except on trash days.

These are just some of the things you can do to make your neighborhood a pleasant place to live.

Take the time to meet your neighbors. If you think your neighbor is doing something wrong, it may be that they just don't know the rules. Try talking to them. A friendly conversation many times keeps a problem from escalating.

## Recycling Fast Facts\*



According to EPA figures:

Energy saved from recycling helps the environment by reducing energy-related air pollution and greenhouse gas emissions. Additionally -

- For every ton of paper recycled, we save 4,100 kilowatts of electricity
- Recycling one aluminum can saves enough energy to power a television for 3 hours
- Half of all polyester carpet made in the United States is made from recycled plastic (PET) and
- Aluminum cans produced in the United States can contain at least 50% recycled content.

\* Brought to you by Goodyear in conjunction with the U.S. Environmental Protection Agency (EPA).



Fire Chief Mark Gaillard, Mayor Jim Cavanaugh and City Manager Stephen Cleveland participated in the Fire Department's Badge Pinning Ceremony held Monday, Jan. 26 at the Goodyear Justice Facility. Nine members of the department received their badges at this event.

Pictured: Gaillard; Battalion Chiefs Bill Bishop, Jeff Shiple and Bill Stipp; Firefighter Chad Lancaster; Captains Damien Morrison and Jose Aguirre; Firefighter Tim Studtmann; Captain Ed Pahl; Engineer Arnoldo Rivera; Cavanaugh and Cleveland.



### Your Opinion Counts

We want your ideas on how we may better serve you. Just fill out this form and return it with your garbage collection bill or mail it to Linda Dillard, Community Advocate, 190 N. Litchfield Rd., P.O. Box 5100, Goodyear, AZ 85338, or e-mail to [Ldillard@goodyearaz.gov](mailto:Ldillard@goodyearaz.gov).

Comments (please print) \_\_\_\_\_

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\_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ E-mail \_\_\_\_\_



## WATER CONSERVATION IN YOUR KITCHEN

There are several ways to save water in your kitchen. A running faucet can waste 2.5 gallons of water each minute. A dishwasher uses 11 gallons of water per use. Each time you wash dishes by hand and rinse them under running water, 35 gallons of water is typically used. Clean vegetables in a pan of water rather than under running tap water. Run only full loads in your dishwasher and scrape your dishes without water before loading the dishwasher instead of running the pre-rinse cycle. Use your food disposal sparingly. This will also keep your plumbing from becoming clogged by foods and greases which is an added benefit in addition to saving water.



***Remember, water is the City's most valuable resource. Saving water is everyone's business.***



### Goodyear CityReport

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for the citizens of Goodyear

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